



WDHB Charts the Future of Experiential Learning with Launch of New Global Brand

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DENVER, COLORADO, USA – 18 October 2021 – On the one-year anniversary of its acquisition of Experience to Lead, LLC, WDHB launches a new global brand dedicated to charting the future of experiential learning alongside their current and future Fortune Global 500 clients. The brand theme is expansion – of people, places and ideas – transforming what it means to embark on an experiential learning journey to drive business impact within an organization.

Established by Darwinism to the impacts of a worldwide pandemic – as a global community and leaders – one is ineptly wired to fight for survival. In today's business, it is the employees who ensure happy customers. Happy customers ensure an organization's ROI. WDHB is not only encouraging its clients to achieve ROI and survive, but thrive.

Today, L&D practitioners, innovators and entrepreneurs are challenged with how to best serve the needs of the business and be recognized as a strategic asset in the organization, rather than a support function. Learning and development is about much more than providing training events. Innovative L&D creates and manages a learning ecosystem throughout the organization focused on strategic discovery and leadership development initiatives.

The future of organizational learning is about ensuring the L&D strategy is aligned with the organizations' overall purpose, vision and mission. Where to begin in times of constant change is the million-dollar question. Like WDHB's offerings, clients are encouraged to expand their minds beyond existing learning development and training programs - enabling individuals, teams and organization to transform for what comes next.

With an expanded solutions portfolio, broad expertise and customer-centric approach, WDHB is positioning itself as the go-to partner for an organization's learning and development strategy, design, delivery and long-term implementation.



About WDHB

For over 30 years, WDHB has been at the forefront of experiential learning providing dynamic and unconventional learning programs and advisory services to current and future leaders as innovators and change agents within their organizations. Immersion and collective intelligence are core components of WDHB's approach to designing and delivering its signature Strategic Discovery, Leadership Development and L&D Advisory offerings. WDHB's award-winning customized programs, unparalleled access to iconic locations, and exceptional Ecosystem of subject matter experts contribute to its 95% customer satisfaction rating. With locations in the Americas, EMEA and APAC, WDHB is positioned to serve clients across the globe. To learn more, please visit wdhb.com.

One Year Anniversary - Moments of Growth

WDHB and their clients reflected on the latest achievements over the course of the past year since its acquisition of Experience to Lead. Excitement revolved around the following: **(1)** launch of 3 virtual leadership experiences already delivered for global audiences, **(2)** creation of L&D Consulting, ensuring L&D to be at the forefront of organizational strategy, **(3)** integration of 10+ technology platforms for enhanced participant experience, **(4)** rising number of top-notch content experts across industries from elite athletes to astronauts to tech leaders and entrepreneurs, **(5)** increase in repeat business and loyalty of clients – including 3 Silicon Valley tech companies and proof in number of confirmed 2022 programs and **(6)** expansion of global expertise including 4 new team members, based in 6 countries, 12 nationalities, 14 spoken languages and 39 academic subject degrees.

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